

# ***STUDY USA***

## ***SEMINAR AND RECRUITMENT EVENING***



**TORONTO, Ontario  
October 1-2, 2003**

## **REGISTRATION GUIDE**

**For additional information:**  
**U.S. Commercial Service**  
**480 University Avenue, Suite 602**  
**Toronto, Ontario**  
**Canada M5G 1V2**  
**Attention: Cheryl Hoffmann, Project Manager**  
**Phone: (416) 595-5412, ext. 226**  
**Fax: (416) 595-5419**  
**E-mail: [Cheryl.Hoffmann@mail.doc.gov](mailto:Cheryl.Hoffmann@mail.doc.gov)**

# STUDYUSA SEMINAR AND RECRUITMENT EVENING



**TORONTO, October 1- 2, 2003**

Welcome to the U.S. Department of Commerce, **Study USA** program. As a participant, you will receive expert assistance in developing your market potential and establishing contacts with prospective students and their parents in Ontario.

Our program is designed to provide accredited U.S. institutions of higher education with a cost-effective and efficient means of pursuing opportunities in the Ontario market. Study USA provides occasion for representatives of U.S. schools to develop relationships and promote their institutions with prospective students from the Greater Metropolitan Toronto area. Participants will be provided with opportunities to meet with guidance counselors, high school administrators, students and parents to discuss the benefits of education in the United States and to recruit students to their institutions.

## **Your participation includes:**

- A networking reception for participants, guidance counselors and administrators from area high schools, government officials, education experts and U.S. consulate staff.
- A Seminar/Forum on "Recruiting High School Students in Ontario" with participation from students, guidance counselors and education experts. Topics include demographic trends, the significance of new immigrants in the student market, addressing the cost issue, and highlighting the advantages of U.S. institutions.
- An evening recruitment event held at the Novotel Hotel in North York. The event will be advertised to attract area high school students and their parents. The U.S. Consulate will participate in advising prospective students on visas requirements.
- Follow-up support after the Trade Mission.
- Logistical support while in Canada.

## **Details of your Participation**

After receiving your completed registration, your institution will be promoted in advertising for the Study USA event. Our goal is to involve area high schools, well-qualified students and their parents in the two-day event and to maximize the potential for applications to U.S. institutions.

You need to bring the recruitment materials and tabletop displays, including signage and logos that you would normally bring to such an event. (If you choose to transport these to Toronto, sorry, but it will be at your own expense). You will be provided with an eight-foot skirted table to display your literature and signage, and four chairs.

As part of your participation in this event, you will receive an invitation to a networking reception on Oct. 1<sup>st</sup> and to the Seminar/Forum on Oct. 2<sup>nd</sup>. You will host visitors at the recruitment evening on Oct. 2<sup>nd</sup>, from 3 to 9pm, representing your institution in discussions with prospective students.

# Shipping Your Registration Materials

**Registration must be received by Friday August 22, 2003**

We have a limited number of spaces and must reserve them on a first-come, first-served basis.

**In addition to your registration package, we will require 2 sets of brochures/literature about your school for use in event promotional material. These materials should accompany your registration form.**

Registration materials must be received via courier (**with customs & courier charges prepaid**) no later than August 22, 2003 to the address below:

**Please Note: WE CANNOT ACCEPT ANY CUSTOMS OR COURIER CHARGES.**

**U.S. Commercial Service  
Study USA, Toronto  
Attn.: Cheryl Hoffmann, Project Manager  
480 University Avenue, Suite 602  
Toronto, Ontario  
Canada M5G 1V2**

## Your registration materials should include:

### **A. REGISTRATION FORM:**

☐ Study USA Registration Form

### **B. PARTICIPANT'S CONTRIBUTION:**

**Study USA Event, Toronto: US\$500**

By check payable to: U.S. Department of Commerce (ITA)

or by charging: American Express, Visa, Master Card or Discover

### **C. ADDITIONAL SUPPORTING MATERIALS:**

☐ Two sets of School Promotional Information

## Hand-carrying promotional/exhibit materials

The U.S. Commercial Service will arrange for Canada Customs to approve the duty free importation of your literature and promotional/display items for the Study USA event. Prior to your departure for Canada, you will receive a letter provided by Canada Customs to facilitate clearance of promotional and exhibit materials hand-carried into Canada. You will simply need to declare your promotional and exhibit materials during your Canada Customs inspection and present this letter in your possession upon entering the country by land or air.

## Hotel Accommodations

**PLEASE NOTE:** Participants of the Study USA event are responsible for their **hotel and associated travel expenses**.

Hotel Accommodations have been arranged at the Novotel Hotel, 3 Park Home Ave., North York. Rooms have been blocked under the U.S. Consulate event at Cdn\$149.00. You must book your room before Sept. 5, 2003 to ensure availability and rates.

## Contact Information

Should you have any questions concerning your participation in Study USA, please contact:

### **Cheryl Hoffmann**

Study USA

U.S. Commercial Service

c/o U.S. Consulate General, Toronto

Suite 602

480 University Avenue

Toronto, ON M5G 1V2

**Telephone:** (416) 595-5412, ext. 226

**Fax:** (416) 595-5419

**E-mail:** [Cheryl.Hoffmann@mail.doc.gov](mailto:Cheryl.Hoffmann@mail.doc.gov)

OR

### **Charles Ranado**

Rochester USEAC, U.S. Dept. of Commerce

**Telephone:** (585) 263-6480

**Fax:** (585)

**E-mail:** [Charles.Ranado@mail.doc.gov](mailto:Charles.Ranado@mail.doc.gov)

# **Study USA**

## **EVENT SCHEDULE\***

### ***Wednesday, October 1, 2003***

- 5:00 pm** Please check in at the hotel in the afternoon. We will gather in the hotel lobby and depart at **5pm** to attend the reception at the Consul General's residence. Travel will be by taxi or private vehicles. If you will be traveling to the reception on your own, you must indicate this on the registration form. Maps will be provided.
- 6:00 to 8:00pm** **Reception at the Consul General's Residence**  
This is a networking opportunity and a chance to socialize with area high school guidance counselors, Canadian education experts, student council representatives, government officials, and U.S. Consulate staff.

### ***Thursday, October 2, 2003***

- 7:30 – 9:00am** **Informal Breakfast**  
A light breakfast will be available for Study USA participants in the "Stage Door" Room in the hotel.
- 9:30 – 12:00** **Seminar/Forum**  
Participants will meet in the Gibson Ballroom for a discussion of best practices for recruiting Ontario students. We will hear from the Director of the Canadian Fulbright Commission, high school counselors, members of Toronto's new immigrant communities and a panel of high school students.
- 12:00 – 2:30** **Lunch Break**  
Lunch is on your own. A list of restaurants will be in your welcome kit.
- 2:30 – 3:00** **Set Up**  
Participants will set up their tabletop displays in the Gibson Room, in preparation for the evening recruitment event.
- 3:00 – 9:00pm** **Evening Recruitment Event**  
Beginning at 3pm we will welcome students and their parents to an information evening at the Novotel Hotel. U.S. Consulate staff will be present to answer questions about student visas. Refreshments will be available in the foyer outside the Gibson Room.

***\*Please Note: Schedule may change prior to event without notice***

## **Registration Form**

**Name of Institution:** \_\_\_\_\_

**Name of Person(s) attending:** \_\_\_\_\_

\_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

### **Preferred Method Of Payment**

**Please charge the Study USA fee of US\$500 to my:**

\_\_\_\_\_ **American Express**          \_\_\_\_\_ **Discover**

\_\_\_\_\_ **Visa**                                  \_\_\_\_\_ **MasterCard**

**Name of Cardholder:** \_\_\_\_\_

**Account #:** \_\_\_\_\_ **Expiry Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

\_\_\_\_\_ **I will be traveling with the group to the reception on October 1<sup>st</sup>. I will be in the lobby of the Novotel Hotel at 5pm.**

\_\_\_\_\_ **I will be traveling on my own to the reception on October 1<sup>st</sup>. Please send me directions to the Consul General's residence.**

**This form must be returned by August 22, 2003 to ensure your participation in the Study USA event.**